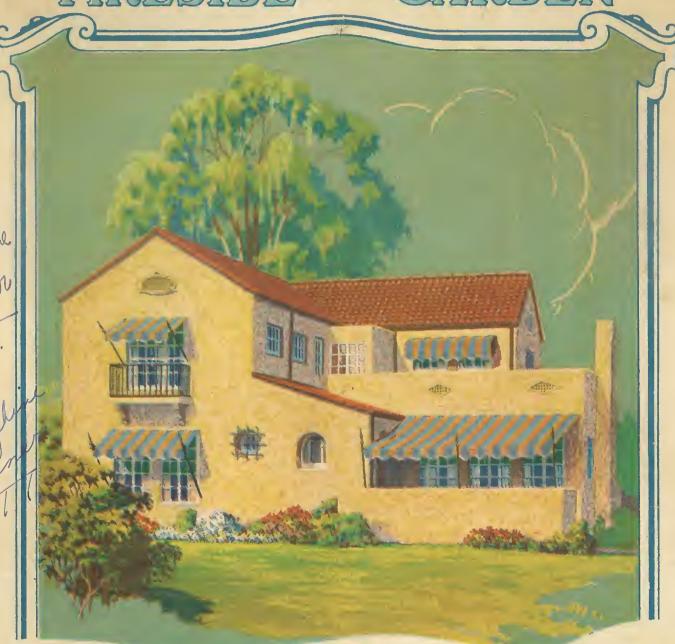
COLORISEE TRADE MARK HOMES FIRESIDE and GARDEN



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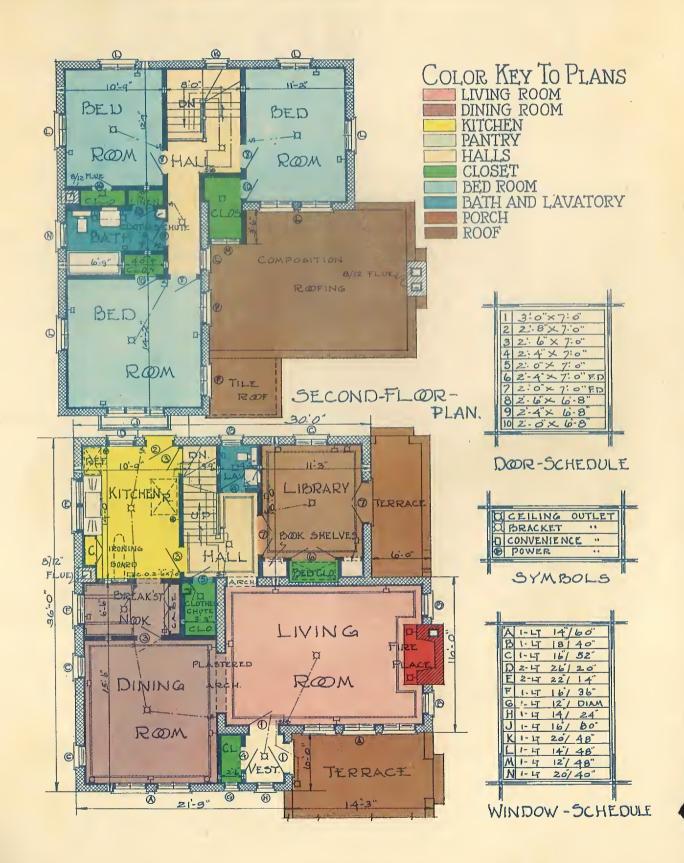
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Hot Springs, Ark.

Our Front Cover "The Calhoun"



Copyright, 1927, by William A. Radford, New York and Chicago. Pat. March 15, 1921, and Sept. 30, 1924. ColorKeed Plan Patented April 19, 1927.

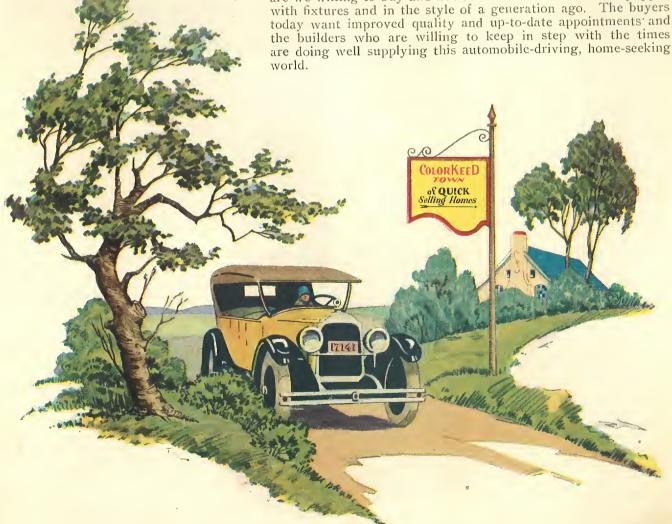


"Improved Roads and Paved Streets Open Up New Home Building Opportunities." -William A. Radford

HE AUTO is the builder's best friend. It has not only widened his field of easy operation, making it now a simple matter to handle work over half a county; but it has also brought him hundreds of new home building customers.

Open up an attractive subdivision or put up some good looking homes out on the edge of town where land is cheap and landscapes charming and you will see how easily the home buyers drive out from town, and how easily they get back and forth.

But the greatest thing the auto has done for builders is to teach them the value of modern improvements. We are no longer willing to drive a 1916 model; neither are we willing to buy and live in the out-of-date house equipped with fixtures and in the style of a generation ago. The buyers today want improved quality and up-to-date appointments and the builders who are willing to keep in step with the times





The LACONIA

Inexpensive Home of Modified Colonial Design, ColorKeeD Floor Plans on Page Opposite

THE popular sun parlor or living porch of the present day has done much to modify the old-time styles of architecture. For instance, the true Colonial ordinarily places the entrance exactly on the center line, arranging all windows in a perfect balance, right and left. If a sun room or porch

is wanted at one end there must be a similar extension at the other, which calls for a greater width than the average lot will accommodate.

But architects and home builders have compromised this problem for the smaller home builder by arranging a graceful symmetry of the unbalanced sort. For instance, in the design presented here, the entrance is moved to the extreme left of the house proper, the balance being maintained by building on the large living porch and carrying the heavy cornice around it continuing the lines of the main house design.

The result is a graceful

composition of genuine Colonial feeling. The width is only about 37 feet, which leaves ample room for the drive to the garage, all on a 50-foot lot. The house proper measures 27½ by 24 feet and contains a very large living room lighted from three sides, a square corner dining room, convenient kitchen

with good pantry space; while upstairs there are three big corner bedrooms with an extra large bath. A folding stairway in the ceiling of the upper hall gives access to the third floor where there is considerable good and usable space.

The basement in this design is laid out in a very interesting way. A partition through the middle divides the laundry and associated activities from the heating plant and its associated equipment. Also the fuel room placed under the living porch extension is separated from the rest of the basement by a solid brick wall and tightly fitting door. There is little excuse in the



Detail of Front Entrance

ColorKeeD Floor Plans of "The LACONIA"

modern home for basement dust and dirt; and this separation of the basement activities will encourage good housekeeping and will keep what dust and dirt there is to a minimum.

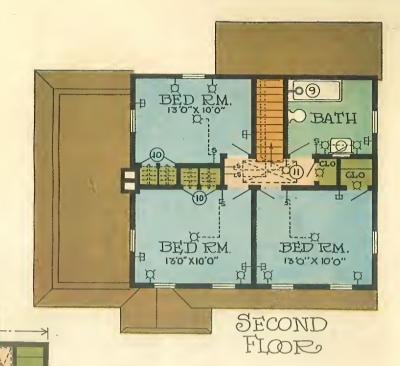
The recommended equipment for this home, as well as for all other ColorKeeD designs, is indicated by the small numbered circles. Study the Key to Equipment to determine what each piece of equipment is. The up-to-date planner and builder of homes today is familiar with all of these items and is making provision for them. The basement equipment is probably most important and the items indicated for the basement of "The Laconia" should be planned into every other basement. R. C. Hunter and Bro., Architects.

> LIV. RM 13'0" X 23'0"

> > D-

FIRST FLOOR

27'-6"



Key to Equipment

- 1 Ventilating Fan
- Electric Refrigerator
 Electric Range
 Electric Refrigerator
- Thermostat
- Built-in Mail Box
 Fireplace Throat and
- Damper
- Built-in Ironing Board
 Tub Shower
 Efficiency Wardrobes
 Disappearing Stairs

- Clean-out Doors
 Oil Burner
 Floor Drain

O

DINIÑG RM.

13'0" X12'6"

- (15) Laundry Stove (16) Clothes Dryer

- @ Electric Ironer
- © Electric Froner
 B Laundry Tubs
 © Washing Machine
 © Heating Plant
 © Water Softener
 © Water Heater
 © Coal Chute

- @ Electric Panel Weatherstrips
- Storm Sash Screens
- Lighting Fixtures Convenience Outlets
- Water Supply System

(19)

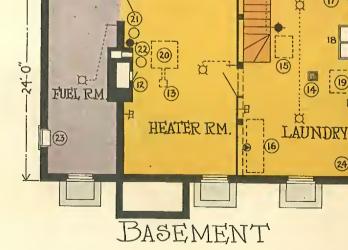
24)[

- Radiant Gas Heater Casement Windows
- Dishwashing Sink



- Living Room Dining Room Kitchen Pantry Halls Closet Bed Room
- Bath and Lav. Porch Roof
- Basement Fruit Cellar Fuel Room

Stairs





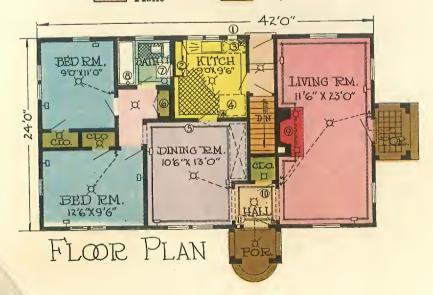
The LA CROSSE

A HOME of individuality and charm in rough troweled stucco. The cheerful red roof with its unexpected curves makes a fascinating picture. Dimensions are 24 x 42 feet and the arrangement of five rooms and bath is very practical.



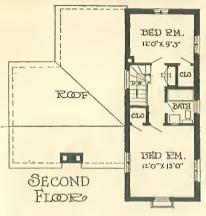


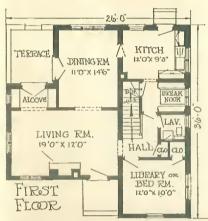


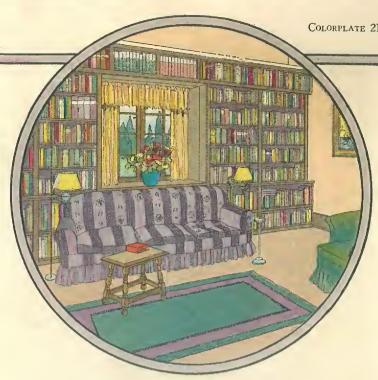


Key to Equipment

- (1) Ventilating Fan
- tor
 - Gas or Electric Range
- (5) Thermostat (6) Moth Proof Wardrobe
- 7 Medicine Case ® Tub Shower 9 Fireplace, Throat and Damper
- (1) Mirror Door (1) Built-in Mail Box Weatherstrips Storm Sash Screens Lighting Fixtures Convenience Outlets Electric Panel
 Washing Machine
 Clothes Drier
 Coal Chute Heating Plant Oil Burner Water Supply System
 Hot Water Supply
 Water Softener
 Radiant Gas Heaters
 Casement Windows
 Dishwashing Sink







The LAKE COMO

THE strong personality of the Mediterranean style continues to have its appeal. No town and no suburb is complete without its Spanish or Italian design. The strong lines and the vivid coloring make a wonderful contrast relished by those who like to be different. The example illustrated below makes a beautiful home and the arrangement of rooms as indicated to the left leaves nothing to be desired for the modern American home. The color sketch above suggests the effectiveness of open book shelves filled with brightly colored bindings has the dominant decorative motif for the library. the library.





The LAIRDSVILLE

A N English cottage of strong personality featuring the high ceilinged, studio-type living room. This design illustrates well the effectiveness of unusual windows and window arrangements. Five delightful rooms are pictured in the ColorKeeD Floor Plan below.

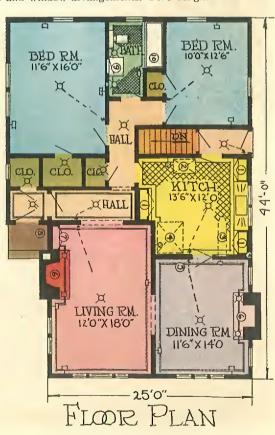


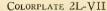
Key to Equipment

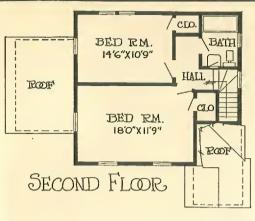
- ① Kitchen Cabinets ② Electric Refrigerator ③ Built-in Ironing Board ④ Gas or Electric Range ⑤ Thermostat ⑥ Fireplace Throat and

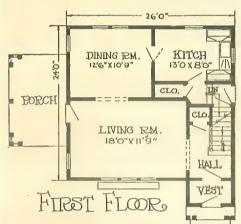
- (a) Pireplace Throat a
 Damper
 (b) Built-in Book Case
 (c) Built-in Mail Box
 (c) Medicine Case
 (c) Tub Shower
 (c) Weatherstrips
 (c) Storm Sash
 (c) Screens

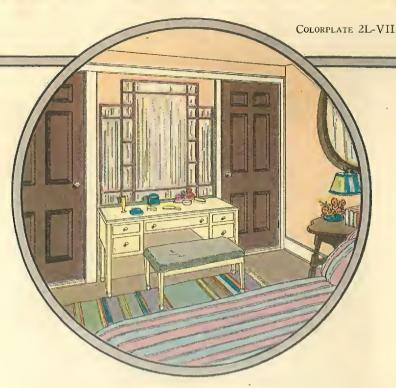
Lighting Fixtures
Convenience Outlets
Electric Panel
Washing Machine
Clothes Drier
Coal Chute
Heating Plant
Oil Burner
Water Supply System
Hot Water Supply
Water Softener
Radiant Gas Heaters
Casement Windows
Dishwashing Sink









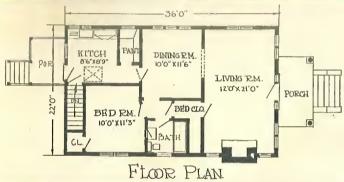


The LAKEVIEW

HERE is a very satisfactory low-cost home containing five large rooms and bath besides the two comfortable porch additions which mean so much to the livability of the home without adding very much to the cost. The house proper is only 24x26 feet. However, with its heavily shingled side walls and prominent roof lines, its window flower boxes and window shutters it makes a stalwart appearance, holding its head up in any neighborhood. Color sketch above suggests furnishings for one of the bedrooms.





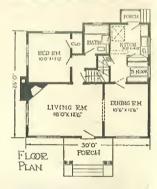


The LAMONT

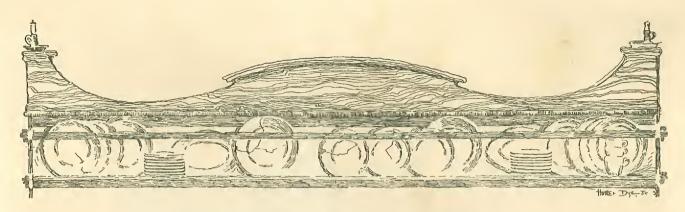
Above and to the left we present a narrow lot home 22x36 feet, of five-room efficiency, thanks to the bed closet off the living room.

The LAMPORT

Below and to the right is an interesting little bungalow of four rooms and bath, size 26x 30 feet.







The Breakfast Room

By CLARE GRANGE

VERY modern home of any size boasts of a breakfast room. Even though it may be either just a nook or a room of more liberal dimensions, it is, nevertheless, of great consequence, since this is the place where the family assembles for the morning meal. And, even as the breakfast room is sometimes responsible in

either making or marring the day, the obligation of the room itself rests in helping to start the day right by its reflection of a bright and cheery atmosphere. Upon rising in the morning, we all feel the urge and the need for sunshine or for anything that radiates light and cheer.

How many of us are apt to have that "how to start the day wrong" feeling when breakfast doesn't just exactly suit us, or perhaps when the sun fails to appear! Why not overcome a great deal of this, then, by affecting sunny colors in the decoration of this all-important room, within whose walls one's disposition is inclined

to be so especially sensitive and reactionary? Lightness and a feeling of

airiness must, of necessity, be the keynote of such a room in order to insure its success. This thought should be uppermost in one's mind when plans are being drawn for the home, as well as when determining the interior decorations. For a breakfast room, an eastern or southern exposure is, above all things, to be desired; otherwise how can we, without the aid of the sun, produce that

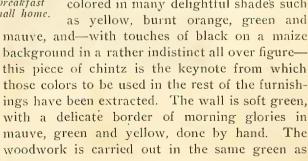
cheer which we crave at this time of day? Sprightly chintz hangings combined with gayly painted furniture, against freshly colored walls, will produce the finished picture which is visualized and dreamed of by every home lover.

The breakfast room, for convenience, is usually built off the kitchen and, in many cases, just off

> the dining room. This saves many steps for the busy housewife in her preparation of the morning meal, since frequently some of the necessary dishes and articles needed, are kept in both the kitchen and dining room.

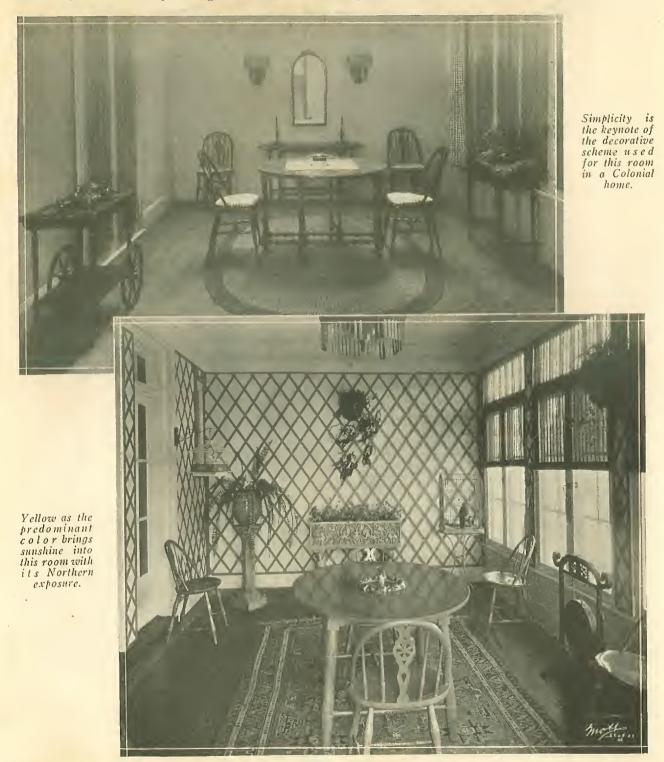
> In the attractive little breakfast room shown on

this page, we have a built-in corner cupboard that alone is a feature of which not all breakfast rooms can boast. Here can be stored the pretty little breakfast set of Wedgewood, or any other colorful ware that may have been selected to harmonize with the general color scheme. Here an English chintz has been used—gaily A charming breakfast colored in many delightful shades such room in the small home. as yellow, burnt orange, green and mauve, and-with touches of black on a maize background in a rather indistinct all over figure—





that of the wall, using a maize-yellow in the background of the corner cupboard. The floor, in tile effect, is black with ivory, and the painted furniture, of black, striped in green and yellow, whose breakfast room happens to face the north, by all means use yellow as the predominant color note of this room. Yellow—sunshine—gayety—brightness—all these go together! But take care



completes a most bewitching spot in which to have served one's morning meal. Fresh flowers will always provide a finishing touch and serve to make a room look informal and hospitable.

If you are one of the unfortunate housewives

that the yellow is not that undesirable shade of a dismal "mustard" yellow, for as soon as it becomes that, the shade will lose all of its sparkle and lightness and become very heavy and sad. If a room with a northern exposure has a great



deal of light, this sunshine A strikingly vivid room done in red, broad band of orange. The color may be of a pale yellow black, ivory and green.

and delicate, but as the room becomes darker (where there is less light) so should the yellow become stronger and more brilliant in proportion. The breakfast room at the bottom of left page is one in which yellow has been used to its very best advantage. The background of the walls with all the woodwork, casings, etc., are painted in a warm, maize-yellow, using a yellow of a few tones darker for the lattice-work effect and the stripings on the woodwork. The floor is of terracotta tile with an Oriental rug, in its characteristic soft tones of terra-cotta, green, black and camel, thrown over it. The green of the ferns, vines and plants is repeated in the color of the painted table and chairs. Window shades are of yellow and natural Austrian puff-shade cloth. A great deal of character is given to the room by the introduction of the black Chinese dinner gong and also by the application of black in the bird cage and jardiniere.

The room above it is treated in a very much more simple and unassuming manner. The simple Colonial set is of mahogany, while the hangings are of a check gingham in a blue-green and ivory. The walls and the woodwork are painted in a lovely old ivory, and the floor in a blue-green. Over the floor has been laid a Chinese rush rug in its natural color and flaunting a

effective orange coloring is repeated in the tea-set, the candlesticks and the

center-piece, while chairs are charmingly emphasized by using the same

check gingham for the pads.

A striking example of what can be produced by using vivid and intense contrasts is illustrated here by the use of black, ivory, red and green. The woodwork and furniture is all done in that lovely old ivory shade, with stripings of black, while the hand-decorated panels are done in tones of ivory, green and red, with touches of black. The large black and ivory tile linoleum makes a wonderful



This fountain would be suitable in the breakfast room.

foundation for this scheme. Freshly cut flowers in deep red add the human touch and finish to this remarkable and colorful room.



A fountain of much character is also shown herewith, which could be used so effectively in A homey atmosphere has been produced in the furnishings of this simple breakfast room.

a room such as the one we have just described. There are delightful little electric fountains of all sizes and designs now on the market. A foundation will add so much spirit and vivacity to an already gay little room!

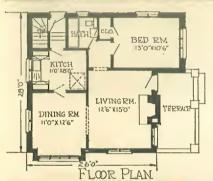
From the quaint and typically reproduced maple suites of the Colonial home to the more formal and severe style of furnishings, perhaps in wrought iron, with glass or marble tops, appropriate for the more elaborate and palatial Spanish or Italian villa—all these are lovely. The fabrics which are interesting and harmonious for hangings in these homes come in equally as wide a range of types and textures. There are crisp and sparkling chintzes, glazed to enhance

their gay colors; there are crashy linens blocked in lovely reds, blues and greens which

are so reminiscent of old Spain and Italy.

Fascinating details may be worked out in the planning of the breakfast room. It may be, for instance, a small built-in nook to hold lovely and colorful china, or perhaps a corner cupboard for real utility purposes, or again, a hanging shelf for decorative objects such as odd bits of interesting ware. Flowers and plants, quite naturally, offer one of the most decorative and flexible elements that can be used in the make-up of a room which is to be always cheerful and sprightly. Whether graceful or sturdy, subtle or unique in color, flowers and greens can be so selected and so arranged that they will harmonize in character with any particular type of room and furnishings.



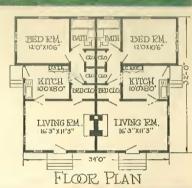


TheLANESVILLE

Above and to the right we present a substantial four-room home 26x28 feet.

The LANSFORD

Below and to the right is a double bungalow, three rooms and bath in each half. A money-maker in many localities.

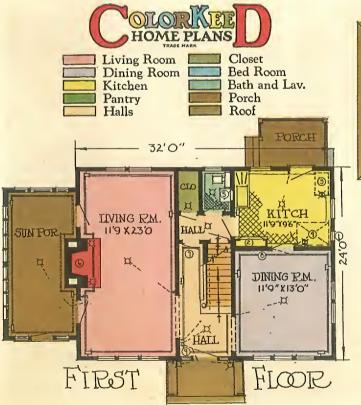


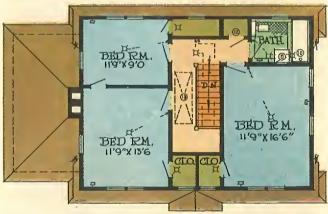




The LATHROP

HERE we illustrate a typical Dutch Colonial design embellished with that modern necessity, the big sun porch opening from the living room. In addition to this fine solarium, six rooms and two baths are provided—all of good size and well arranged.





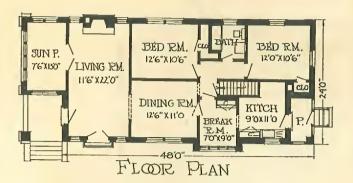
Key to Equipment

- ① Ventilating Fan
 ② Kitchen Cabinet
 ③ Refrigerator
 ④ Range
 ⑤ Medicine Case
 ⑥ Fireplace Throat and

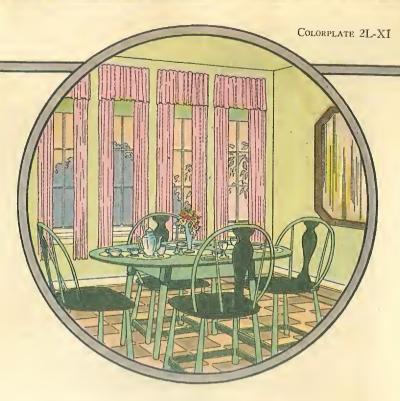
Storm Sash

- 6 Fireplace ThroaDamper
 7 Mirror Door
 8 Thermostat
 6 Built-in Mail Box
 6 Tub Shower
 6 Disappearing Stairs
 7 Moth Proof Closet Weatherstrips
 8 Storm Sach

Screens
Lighting Fixtures
Convenience Outlets
Electric Panel Electric Panel
Washing Machine
Clothes Drier
Coal Chute
Heating Plant
Oil Burner
Water Supply System
Hot Water Supply
Water Softener
Radiant Gas Heaters
Casement Windows
Dishwashing Sink Dishwashing Sink



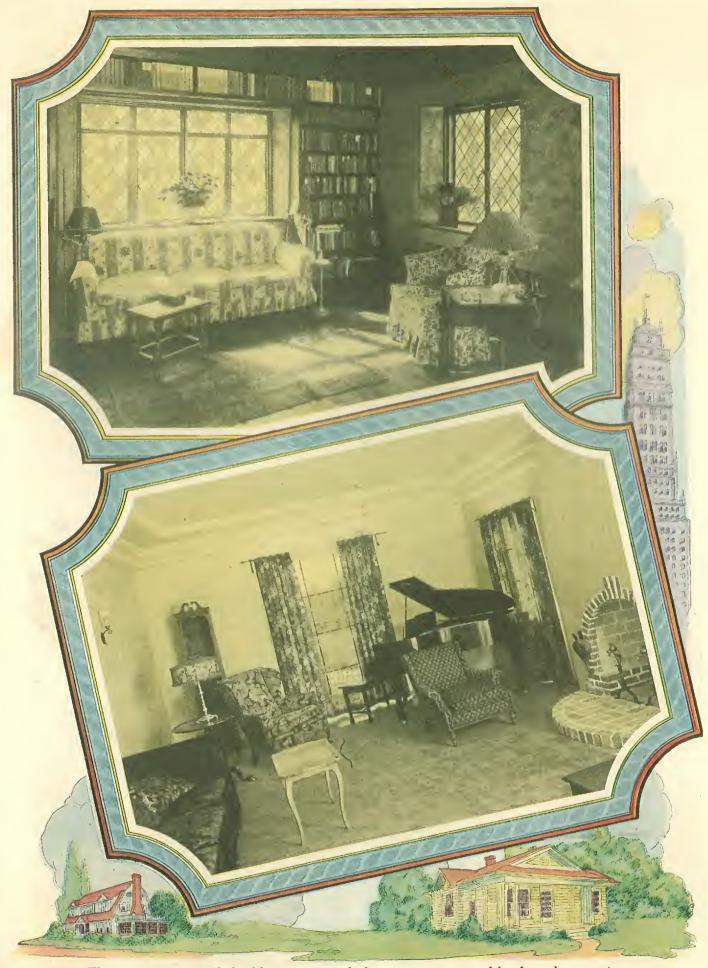
The floor plan shows a very attractive front arrangement with large living room, sun porch and connecting dining room. The bedrooms and bath are well separated from the rest of the house for quiet and privacy. The cheerful little breakfast room adjacent to the kitchen will be much used. The size on the ground is 24x48 feet, plus the porch extensions. Color sketch to right suggests furnishings for the breakfast room.



The LAVERNE

THE brick bungalow has been very popular in many cities where its narrow layout has permitted it to be built on 30-foot lots and still leave some space all around for light, air, landscaping and a place for the children to play. Thousands of home lovers have found in this type of structure the key to their problem. The design illustrated here is one of the most attractive. The arrangement of the rooms follows the customary flat-building style. In fact, life in this bungalow is similar to that in a first floor apartment with the disagreeable features left out. An attractive exterior is presented by using face brick all the way around, trimmed with stone and appropriately roofed with green tile.





The music room and the library pictured above contain a wealth of good suggestions for furnishing the modern home.

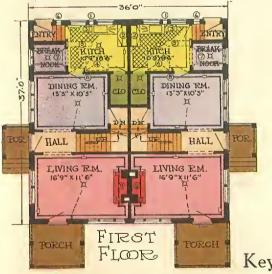


Two living rooms of unique individuality are illustrated here.



The LAWRENCE

A DOUBLE house popular in the east is illustrated—the first story brick and the second story a shingled gambrel. Each half has its own side entrance and its private front porch. Living room, dining room, kitchen, breakfast nook and stair hall are on the first floor and three big bedrooms, one of them labeled sleeping porch on the second floor.



Living Room Dining Room Kitchen Pantry

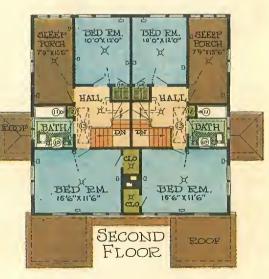
Halls

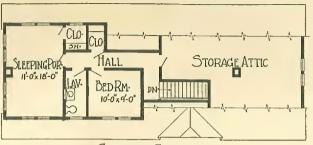
Closet Bed Room Bath and Lav. Porch Roof

Key to Equipment

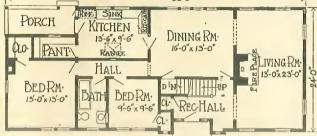
- Ventilating Fan Kitchen Cabinets
- Refrigerator
- 4) Range
 5) Ironing Board
 6) Package Receiver
 7) Breakfast Nook
- Thermostat
- (9) Fireplace Throat and Damper
- 10 Medicine Case
- (1) Tub Shower (12) Linen Closet
- Disappearing Stairs
 Efficiency Wardrobes
 - Weatherstrips Storm Sash Screens Lighting Fixtures Convenience Outlets Electric Panel Washing Machine

Clothes Drier Coal Chute Heating Plant Oil Burner
Water Supply System
Hot Water Supply
Water Softener
Radiant Gas Heaters
Casement Windows
Dishwashing Sink





SECOND FLOOR



FIRST FLOOR

A glimpse of the big living room looking through to the stairs.

The LEAFDALE

THE impressiveness of length is well illustrated in this design—ideal for a wide lot. The street frontage measures 58 feet, the depth 24 feet. The high arched entrance suggests the high ceilinged living room at the right, which together with the reception hall and dining room occupy half of the layout. To the left are two bedrooms and bath and the kitchen. Upstairs are additional sleeping quarters. The entire design has a delightfully informal, home-like appearance, suggestive of the good old times in the country.





The LELAND

THIS is an English, half-timbered design embellished with face brick around the entrance. It makes a charming home of many surprises. The ColorKeeD plan below shows the ingenious way the rooms are arranged, five big rooms and bath.



Key to Equipment

1 Ventilating Fan
2 Kitchen Cabinet
3 Electric Refrigerator
4 Range

(5) Ironing Board

Thermostat
Medicine Case
Efficiency Wardrobes
Fireplace Throat and

Damper ® Built-in Mail Box Weatherstrips Storm Sash Screens

Lighting Fixtures Convenience Outlets Electric Panel Washing Machine Clothes Drier Coal Chute Heating Plant Oil Burner
Water Supply System
Hot Water Supply
Water Softener Radiant Gas Heaters Casement Windows Dishwashing Sink

